Amendments to the Specification:

Please replace paragraphs **[00017]** and **[00018]** as follows:

[00017] FIG. 4 is a top view of Fig. 1 or Fig. 3 of the present invention; [[and]]

[00018] FIG. 5 is a bottom view of the container according to the present invention[[.]]; and

Please add paragraph **[00018.1]** to page 5 of the originally-filed specification as follows:

[00018.1] Fig. 6 is a cross-sectional view taken along line VI-VI of Figure 3.

Please replace paragraphs **[00021]** and **[00022]** as follows:

[00021] Body section **8** has four substantially vertical sides **8a, 8b** where two opposing side panels **8a** have a different cross-sectional curvature than the two opposing side panels **8b**. Two opposing side panels **8b** are relatively smooth and are adapted to receive a label in a variety of ways, such as heat transfer labels, pressure sensitive labels or a paper label. The crosswise curvature of the relatively smooth, opposing panels **8b** can be greater (as illustrated) than the curvature of the remaining, opposing side panels **8a**. While the curvature of opposing panels **8b** would be greater than that of side panels **8a**, the radius of a cross-sectional curve through side panels **8b** should be smaller than the underlying geometry of side panels **8a** in order to function properly. If the radius of the curvature of side panel **8b** is larger than that of the curvature of side panel **8a**, the smooth panels will pull in (deform) and the package will not be "label-able". In a preferred

embodiment, the radius of the curvature of side panel **8b** (R1) and the radius of the curvature of side panel **8a** (R2) would be such that R2 is greater than or equal to 2 * R1.

[00022] In the exemplary embodiment, the curvature of the opposing side panels **8a** is slight and almost flat compared to the cross-wise curve of relatively smooth, opposing panels **8b**. Adjacent vertical sides **8a**, **8b** are separated by a substantially vertical post **12** that runs the length of an adjacent vertical side. In that the substantially vertical side panels **8b** have a crosswise curvature that extends further from the longitudinal axis **A** of the container **2**, a cross-section of container **2** is approximately elliptical. That is, the two opposing, relatively smooth vertical sides **8b** are curved outwards from one vertical post **12** to a mid-section **8m** of an adjacent relatively smooth vertical side that is parallel to longitudinal axis **A** of container **2**. As a result, substantially vertical side panels **8b** are wider than substantially vertical side panels **8a** along a direction perpendicular to longitudinal axis **A** of container **2**. Consequently, substantially vertical posts **12** are closer together in the side view shown in Figure 2, than in the side view of Figure 3. The position of substantially vertical posts **12** enables body section **8** to be sufficiently rigid so that a number of containers **2** can be stacked one above another when filled with a product.